METHOD FOR INTERNET SURVEYING USING BETTING INFORMATION

BACKGROUND OF THE INVENTION

[0001]   The present invention relates to a method for conducting an Internet survey using betting information, and more particularly to a method for conducting a survey which analyzes the selection clicks and the betting amount of a participant for a plurality of subjects surveyed during a predetermined term, through a communicating network, such as the Internet, so as to analyze preference degree and preference strength for a surveying subject.

[0002]   Recently, various services have been provided on the Internet and there has been a tremendous increase of Internet participants.

[0003]   Surveys have been conducted over the Internet for various subjects, such as preference for a particular commodity, the popularity of specific individuals and public opinion concerning public affairs. However, many people do not participate in these surveys because they are not compensated. Moreover, the reliability of the information collected by such survey is questionable because many people do not participate or accurately respond.

SUMMARY OF THE INVENTION

[0004]   The present invention was developed in consideration of such points as above, and it is an object of the present invention to provide a method for conducting a survey whereby the participant is induced to respond prudently to the surveying subject so that the reliability of the surveying result can be increased, by providing an economic incentive to the participant which is dependent upon the subject selected.

[0005]   Another object of the present invention is to provide a method for conducting a survey capable of determining not only preference degree or preference order for a survey subject, but also preference strength for each survey subject.

[0006]   Further, another object of the present invention is to provide a method for conducting a survey in which unspecified participants who form public opinion are made to register the subject of a survey by themselves, and in the case where

the registered survey subject is selected as the most preferred subject by result of the survey, a predetermined compensation would be paid to the participant who registered that subject. Therefore, by utilizing the present invention, the subject which interests the majority of people forming public opinion can be effectively and easily determined.

[0007]   A method of the present invention for attaining the object as above comprises the steps of inputting a plurality of subjects to be surveyed and information related thereto to said server computer, providing the plurality of subjects and the information to the participant's computer, selecting a subject among the plurality of subjects at the participant's computer by way of a click, inputting a betting amount to said selected subject at the participant's computer and transmitting the selection click and the betting amount to said server computer, counting the number of clicks selecting each of the subjects during the predetermined term to choose a subject receiving the most number of selection clicks, paying a dividend proportional to the betting amount to the participants who selected the subject receiving the most number of selection clicks, analyzing a preference degree for each of a plurality of subjects based on the number of selection clicks for each of the plurality of subjects; and analyzing a preference strength for each of the plurality of subjects based on the sum of the betting amount for each of the subjects.

[0008]   Moreover, this invention is characterized in that it further comprises a step for inputting a plurality of subjects to be surveyed and information related thereto from said participant's computer by storing the subject by transmitting it to said server computer; and a step of providing a predetermined compensation to a participant inputting the subject receiving the most number of selection clicks.

BRIEF DESCRIPTION OF THE DRAWINGS

[0009]   Fig. 1 is a schematic diagram of a survey system for executing the present invention;

[0010]   Fig. 2 is a flow chart of the operation of an embodiment of the surveying method in accordance with the present invention;

2

[0011]   Fig. 3a is an exemplary view of betting information by a participant of one embodiment of the present invention;

[0012]   Fig. 3b is a chart of the number of selection clicks for each surveying subject of the present invention;

[0013]   Fig. 3c is a chart of the sum of betting amounts for each survey subject of one embodiment of the present invention; and

[0014]   Fig. 4 is a flow chart of operation of another embodiment of the surveying method in accordance with the present invention.

<u>DETAILED DESCRIPTION OF THE INVENTION</u>

[0015]   Hereinafter, a survey method for executing the present invention will be described in more detail with reference to the accompanying drawings.

[0016]   Fig. 1 is a schematic diagram of a surveying system for executing the present invention, and which is constituted such that a survey participant can connect to a surveying system 20 through a communication network 15, such as the Internet from a participant computer 10, and the surveying system 20 includes a surveying server 22 and a database 24.

[0017]   The surveying server 22 includes a web server 22a which administers the information of a surveying participant connected to surveying system 20 through communication network 15 and the selection of a survey subject according to this invention by administering the survey and analyzing the results of the survey by utilizing the information sought by the survey, and a DB server 22b which stores the information in database 24 according to the control of the web server 22a and administrating it.

[0018]   The database 24 controlled by the DB server 22b includes a participant information storing means 24a for storing individual information of a participant, a survey subject information storing means 24b for storing a survey subject and related information, a selection and betting information storing means 24c for storing selection click information and betting information for each survey subject, by participant, obtained in the process of executing the survey, and a surveying and

analyzing information storing means 24d for analyzing preference order information and preference strength information for each survey subject by utilizing the selection click information and the betting information.

[0019]　　　　Fig. 2 is a flow chart of the progress of the surveying method in accordance with the present invention.

[0020]　　　　At step S210, an operator of the surveying system 20 inputs a surveying subject and information related thereto to a surveying subject information storing means 24b. The surveying subject may be a plurality of the same kind of commodity having different brand names in the case of surveying the degree of consumer preference for a particular commodity, and it may be a plurality of persons selected for the survey subjects in the case of surveying the popularity of particular persons.

[0021]　　　　At step S220, a surveying subject and information related to the surveying subject stored at the surveying subject information storing means 24b are provided to participant computer 10 connected to web server 22a of the surveying system, so that the participant selects one or more subjects among a plurality of survey subjects by way of clicking, for example.

[0022]　　　　Successively at step S230, betting is executed for a subject selected by a participant.

[0023]　　　　At steps S220 and S230, the information related to the subject selected by a participant and the betting amount are transmitted to the surveying system 20 through the communication network 15, such as the Internet, whereby it is stored by the selection and betting information storing means 24c.

[0024]　　　　In this case, a participant can bet on only one subject among a plurality of survey subjects, but it is possible that a participant can bet on more than one survey subject.

[0025]　　　　In the present invention, "betting" means an action of investing a predetermined amount in which a survey participant has decided on a particular subject selected among a plurality of subjects. In one embodiment of the present invention, the betting can be done with cyber money, and a predetermined amount of cyber money can

4

be provided to a member at a step in which a survey participant first connects to a surveying system 20 and provides personal information to join as a member, or the cyber money can be provided to a participant at a step in which a participant logs in to a surveying system connected thereto. The cyber money can be exchanged for cash by a demand of participant when more than a predetermined amount is accumulated. The technology and technique required to provide and accumulate such cyber money is known in the art. Therefore, a description of such technology and technique will be omitted herein because such technical matter is not a subject of the present invention.

[0026]   At step S240, a surveying term is previously set to the survey subject, and the web server 22a judges whether or not the surveying term has elapsed and the steps S220 and S230 are made to be continuously executed in the case when the surveying term has not elapsed, and the next step S250 is made to be executed in the case when the surveying term is terminated.

[0027]   At step S250, by utilizing the information which is related to the selection click and betting amount selected by the participant at the participant's computer and transmitted to the web server, whereby it is stored to the selection and betting information storing means 24c, the number of selection clicks and the sum of the betting amount for each of the survey subjects are counted at web server 22a.

[0028]   Fig. 3a exemplifies a content in which the survey subjects are four of A1, A2, A3 and A4, and n numbers of participants select a subject preferred among the survey subjects, and the amount of cyber money decided by each person is bet on the selected subject.

[0029]   At step S260, a dividend is paid to participants based on the counted number of selection clicks and the sum of the betting amount. The dividend is paid to participants who selected the surveying subject receiving the most number of selection clicks. The amount of the dividend is proportional to the betting amount in the present invention. The dividend may be paid with the whole amount bet in this embodiment. However, in another embodiment, the dividend may be paid which is less than the whole amount bet.

5

[0030] In addition, the dividend is not paid to participants who did not select the survey subject receiving the most number of selection clicks.

[0031] In one embodiment of the present invention, a dividend is paid to a participant who selected the subject receiving the most selection clicks with the amount proportional to the amount wagered.

[0032] This method can be applied to the case where the influence of a participant is the same or similar for each survey subject.

[0033] For instance, in the case of surveying a support rate and a winning probability for each candidate in a presidential election, the influence upon the result of the election by each individual participant is the same. Therefore, in case of the survey as described above, it can be anticipated that a preference degree of a participant is the highest for the survey subject receiving the most number of selection clicks.

[0034] In another embodiment of the present invention, the dividend is paid to the participant who selected the survey subject receiving the most amount of betting with the amount proportional to a betting amount. This method can be applied to the case where the influence of a participant upon each of the survey subjects is produced in proportion to the amount wagered by the participant.

[0035] For instance, in the case of a survey anticipating a stock price, a characteristic is anticipated in which the stock price is decided according to the amount invested by the participating investor. Accordingly, the influence upon the stock price by a participant having a greater amount of investment becomes relatively stronger than the influence upon the stock price by a participant having less investment. In this case it can be anticipated that a preference degree of the survey participant for the survey subject receiving the largest betting amount is the strongest. Accordingly, in this embodiment, a dividend is paid to a participant who selected a survey subject receiving the most betting amount, and the amount of the dividend is proportional to the betting amount.

[0036] In accordance with one embodiment, applying the present invention to the survey anticipating a stock price, the subjects of the survey could be: (1) the value of the stock will rise; (2) the value of the stock will stay the same; and (3) the

value of the stock will drop. After participants analyze information relating to the stock, they bet on one among rising, steadiness, and dropping of the value of any stock, and thereby anticipate the stock price.

[0037]   And, in an embodiment executing a survey anticipating the stock price at stock market, at said step S240, a surveying term is set from any time after closing of the stock market up to any time before the opening of the next stock market, so as to permit betting only during the predetermined period of time.

[0038]   Successively at step S270, preference degree and preference strength of a plurality of participants for each survey subject are analyzed at web server 22a by using a statistical analysis program which has been developed for this invention, based on the number of selection clicks and the sum of betting amount counted at step S250, and stored to a survey analyzing information storing means 24d.

[0039]   Fig. 3b is a chart showing the sum of selection clicks by a participant for each of survey subjects A1, A2, A3 and A4 in the case exemplified at Fig. 3a. It is interpreted that the preference degree of the participant is the highest for the survey subject receiving the most selection clicks, and the magnitude of the preference degree can be analyzed by its number.

[0040]   Fig. 3c is a chart showing the sum of betting amount for each survey subject in a case where the survey subjects are A1, A2, A3 and A4, in an embodiment of this invention as exemplified at Fig. 3a. Both the number of selection clicks and the sum of the betting amount of a participant are counted in order to provide both the preference strength of the surveying group and the preference strength of an individual participant toward each survey subject.

[0041]   In the case when the average betting amount per participant who selected a particular survey subject is relatively large, it is interpreted that the preference strength of the participants for that corresponding survey subject is relatively high, and the preference strength can be known by its magnitude.

[0042]   Accordingly, the number of selection clicks and the sum of the betting amount are not linked in this invention. There may be a case in which the sum of

7

the betting amount is relatively less in spite of receiving many selection clicks, and there may be another case in which the sum of the betting amount is relatively greater in spite of receiving fewer selection clicks. It is interpreted that the preference strength of a participant for the survey subject is low in the former case, whereas the preference strength is high in the latter case.

[0043] In the above embodiment of the present invention, a case is exemplified in which there are four survey subjects, but the number of survey subjects of the present invention is not limited by this description of an embodiment of the present invention.

[0044] Accordingly, as described above, in the above embodiment of the present invention, a subject preferred by the participant is selected among the plurality of the survey subjects and any amount decided by each person is wagered, and a dividend is paid to a participant who bet on the subject which received either the most number of selection clicks or the most amount of betting. Therefore, the participant has a tendency that, upon considering the popular preference of the plurality of participants, he selects or bets on a subject which is anticipated as the one likely to receive either the most number of selection clicks or the most amount of betting rather than selects or bets on the subject which is preferred by the participant.

[0045] Additionally, when a participant is convinced that the subject selected will receive the most number of selection clicks or the most amount of betting, he tends to bet a greater amount so as to obtain a greater dividend profit. This invention utilizes such characteristics to analyze the preference strength of the participant to each survey subject.

[0046] Fig. 4 shows another embodiment applying the surveying method of the present invention. In this embodiment, the subject of the survey is inputted by one of the participants S412 and transmitted to the survey system to be stored at the information storing means 24b for the predetermined period of time S414.

[0047]   Subsequently, the operator of the survey system decides whether the predetermined term of inputting is elapsed or not S416, and in the case where such time has elapsed, a step S418 for selecting the survey subject begins.

[0048]   At step S418, the operator of the survey system is made to select a predetermined number of subjects among the plurality of survey subjects, which are inputted by participants and stored at the information storing means 24b.

[0049]   Successively, step S420 to step S470 corresponding to step S220 to step S270 of Fig. 2 are executed.

[0050]   At step S480, special compensation to a person who inputted the survey subject that received either the most number of selection clicks or the most amount of betting is executed.

[0051]   In the above described embodiment of the present invention, the survey subject is directly inputted by either a participant or any person who is the source of public opinion, then the survey of the present invention is executed to select the most preferred subject of the participant, and then executed to compensate a participant who made a selection click or bet on the subject selected as the most preferred subject.

[0052]   In the above described embodiment of the present invention, when the registered subjects which are inputted by participants who are the source of public opinion are selected as the survey subject and selected as the most preferred subject, special compensation is awarded to the person inputting the subject.   Therefore, the person inputting the subject tends to input a subject which is likely to be selected as the most preferred subject by the participants.

[0053]   By means of executing the survey of the present invention toward the subject that is inputted and registered by any participant, the preference degree or order, and the preference strength of a plurality of participants for a plurality of survey subjects can be surveyed.

[0054]   The information inputted and registered at said step S412 may be a matter that any person desires to realize, or a problem that people ask a government to solve.

[0055] In accordance with the above-described embodiment of the present invention, since the subjects of the survey are registered voluntarily by the participants who form public opinion, and either the preference degree or preference strength of participant to the subject can be instantly analyzed, such organizations as local government can effectively obtain information such as the desires of residents when they utilize this embodiment of the present invention.

[0056] In addition, the opinion of residents can be effectively confirmed by surveying both the preference degree and the preference strength of residents for the inputted plurality of subjects.

[0057] In the case of executing the above-described embodiment of the present invention for a survey to the individuals residing in a particular region, it is necessary to limit the participants of the survey only to residents of that specific region. The information of the members stored at the member information storing means is classified according to the purpose of the survey, and then utilized for the survey.

[0058] In the surveying method according to the present invention as described above, since the amount of dividend paid to a participant is decided according to the result of the survey provided from the selection of the participants, the participants respond prudently to the survey subjects, therefore, the reliability of the surveying result can be greatly increased.

[0059] Moreover, not only the preference degree or order of the participants for the survey subject, but also the preference strength of the participants for each of the survey subjects are statistically analyzed according to the present invention.

[0060] Additionally, by way of having any person register the subject of a survey voluntarily, and paying a specific compensation to the person registering the survey subject selected as the most preferred subject through the survey of the present invention, the subject that attracts the interest of the multitude of people is easily analyzed.

[0061] The above description is no more than an explanation for an embodiment of the present invention, and does not limit the scope of the claims.